

Capitol Broadcasting Company, Inc. Wilmington Employment Unit

Consisting of Sunrise Broadcasting, LLC (WKXB-FM, WILT-FM, WAZO-FM, WRMR-FM and WMFD-AM) and WILM-LD

Outreach Activity Description Form

July 17, 2025, through July 15, 2026

The Wilmington employment group engaged in the following outreach efforts during the reporting period.

Activity: Participation in at least four job fairs during the two-year reporting period

WWAY-TV Career Expo – April 23, 2026

Members of management attended the career expo to discuss career opportunities.

Activity: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting

The company contributes \$1,000 annually to the Radio Television Digital News Association of the Carolinas (RTNDAC) scholarship program annually. Two \$1500 scholarships are awarded annually to rising juniors or seniors in the Carolinas who are pursuing a major course of study with emphasis in broadcast or electronic journalism.

Activity: Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

The Corporate Human Resources department offers continuous training and management support on anti-discrimination policies and procedures. They also assist with recruitment efforts to uphold equal employment opportunity standards. Additionally, managers received specialized training on North Carolina Employment Law, mitigating bias in hiring and conducting inclusive interviews to ensure these standards are maintained.

During this reporting period, Raleigh Employment Unit managers participated in a mandatory training program covering various topics, including Company EEO policy and procedures, Productive Work Environment (anti-harassment) policy, Creating a Psychologically Safe Workplace, and Mastering the Employee Performance lifecycle training. Furthermore, Raleigh Employment Unit managers and employees had unlimited access to online employment training opportunities through LinkedIn Learning and our online learning platform, CBC University. Employees were also offered the opportunity to participate in a companywide training program through CBC University and LinkedIn Learning. This program is designed to help employees acquire skills that can qualify them for higher-level positions. Employees can choose from thousands of training sessions, including Incorporating Generational Differences in the Workplace, Crucial Conversations, The Seven Habits of Highly Effective People - Foundations, Managing Mental Health in the Workplace, Creating a Psychologically Safe Workplace, Situational Leadership, and Preventing Harassment and Discrimination.

Activity: Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Employees have the opportunity to enhance their professional development through a variety of continuing education courses, including computer, personal productivity, and management training, offered by CBC University. The university provides a diverse selection of soft and hard skills courses, featuring different skills each week to foster professional growth. Notable courses include but are not limited to Conflict Management, Presenting with Impact, Crucial Conversations, Growth through Professional Development Plans, Active Listening, and Decision-Making Excellence. These courses are promoted and made accessible through multiple channels to ensure all employees can benefit.

Additionally, full-time employees are still eligible for tuition reimbursement for their pursuit of a bachelor's or master's degree. The company offers up to \$7,000 in reimbursement per employee annually.

ACTIVITY: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

During this reporting period, the employment group offered an internship program for students from local universities. Interns worked with all departments of Sunrise Broadcasting's radio stations. Internships lasted one full college semester.